

NOBLEST BLOOD OF FRANCE BEING SHED ON BATTLEFIELD

Princes, Dukes and Counts Fight Side by Side With Peasants; All Make Equal Sacrifices For Country; Descendant of Dom Pedro Tries to Enlist.

PARIS, France, Sept. 11.—Because early in the stages of the war, the French, in the exuberance of the war spirit, wrecked many cafes and other places of business conducted by foreigners, there is a great scramble to protect these days.

Nearly every shop has a placard, "Cette maison est française" and in a few instances, "Cette maison est anglaise." If the proprietors have foreign sounding names, they put on their doors by way of protection their certificates of birth to prove their French nationality. Nearly all the business houses are closed owing to the principal and personnel having joined the colors.

All sorts and conditions of men have answered the call of duty to defend their country. The military authorities report that so far there has not been a single deserter. In numerous instances the heads of large business firms are serving under the orders of their employees and masters under their valets de chambre. Society is doing just as the people. In many families of the nobles all the male members have joined their regiments as privates or musketeers. Comte Amédée d'Harcourt, retired cavalry colonel, and his six sons, all well known men in society, have left for the front.

But his lesson seems to have made a bit of an impression on the Germans who have fled, and it has given a new energy to our troops. Because the Germans seem to be 40 years behind the times. They go on just as in 1870. With childish and barbarous imagination they see francotireurs everywhere and can't yet believe that we have a regular army quite close to the frontier.

Introducing 'Popular' Values These Men's Suits at \$15.00

That we are featuring today—and tomorrow are the most unusual values you've seen—anywhere. We'd like to have you stop in and see them. The very newest models in correct up-to-the-moment styles for Fall wear, in the new green and brown mixtures, Tartans, stripes and grays. A broad choice of worsteds, cassimeres, chevots, tweeds and other materials that are favored.

Let Us Show You

The New Styles in
**Hart Schaffner
& Marx**
Clothes—for men who want and get the best.—Some handsome new effects that will interest you.

Saturday Special

MEN'S 50c FLOWING END FOUR
IN HAND SILK TIES 29c
CHOICE AT

Shown in all the newer colors and designs. On Sale Saturday Only.

FIRST FALL SHIPMENT OF MANHATTAN SHIRTS IS IN

Styles are Clever

The Popular DRY GOODS CO. INC.

German Style Oven Roast

Pig Pork Leg Roast

Pig Pork Shoulder Roast

Fresh Beef Tongues

Home dressed broilers and springs

Home Dressed Hens.

Fresh Oysters.

Blue Valley Butter.

Telephone 2576

220 Mesa Avenue

Saturday Specials

On Sale All Day
In the Toilet Sundries

WILLIAMS SHAVING TABLETS—Packed one in a carton, 10c
Saturday, Three for 15c
EUTHYMOL TOOTH PASTE—Regular 25c tubes, Saturday 15c
Special
SAMPLE TOOTH BRUSHES—Assorted sizes and shapes, excellent quality, each 15c
LEHN & FINE'S TALCUM—Regular 25c jars, Saturday 18c
Special
CANTHROX DRY SHAMPOO—Regular 50c boxes, Saturday 35c
Special
DAGGETT & RAMDELL COLD CREAM—50c jars, Saturday 38c
Special
NADINE FACE POWDER—Regular 50c boxes, Saturday 38c
Special
SAMPLE HAIR BRUSHES—Ebony and Rosewood finished backs, assorted sizes and shapes, regular 75c values, each 45c
PURE MERCOLIZED WAX—The famous beautifier, Saturday 59c
Special, box

Glove Specials

ON SALE ALL DAY.

Fine Silk Gloves

16 button length extra quality, double finger tipped, in black or white only; backs have contrasting stitching; all sizes, Saturday Special, pair 85c
WHITE KID GLOVES—16 button length white kid gloves, all sizes—Saturday Special, pair \$1.95

Ribbon Specials

ON SALE ALL DAY.

Novelty Ribbons 25c

Hair bow, sash and girder ribbons in suitable widths and color combinations, including stripes, plaids, checks, brocades and pompadour effects. regular values to 50c, Saturday Special, yard 25c
SATIN TAFFETA RIBBONS 35c—No. 100 width, in a splendid crisp quality, suited for hair bows, offering a complete color range, with contrasting satin edge—Saturday Special, yard 35c

Neckw'r Specials

ON SALE ALL DAY

XXTRA SPECIAL—Sample and odd pieces of neckwear, in Dutch, Bollover, tailored collars, guimpes, chemisettes and fronts, made of net, batiste, crepe, lace and pique. Values are up to 35c—Saturday Special 10c

"Popular" Neckwear At 50c

Imported neckwear to sell at fifty cents has never been a drag—but many dealers were not able to show a piece of it this season. Perhaps this accounts for so many women telling us that this neckwear is so much prettier, and the rapid selling. Dainty embroidered organdie collars, fronts and vests—exquisite lace or crepe and lace collars; stylish "Roll-over," new "Militaire" collars, chemisettes, guimpes and other late novelties—A beautiful selection 50c of new styles

XXtra Special Handkerchiefs

The newest wide hem batiste handkerchiefs, with pretty, new, long initials in the corner, embroidered in colors—A very special value, 6 in a box. Saturday the box of 50c
SILK AND SATIN GIRDLES—A splendid choosing in the season's newest plain shades and Roman stripes, Saturday 50c
Special
NEW BOUDOIR CAPS—Dainty net, lace and ribbon trimmed boudoir caps, Saturday 50c
Special

New Veils and Veilings for Fall

The latest arrivals of the past week present a splendid choosing of dainty mesh and lace patterns, in black, white and a wide range of new shades. VEILS are priced, \$1.00 to \$6.50
VEILINGS priced, 50c to \$1.50
SATURDAY SPECIAL—Full size novelty chignon veils in white or colors, regular values up to \$4.00, Saturday, \$1.95
NOVELTY DRAPE VEILS—Pretty lace drape veils in black, white or colors, values up to \$1.25, Saturday, choice 65c

Children's "Hickory" Hose Supporters

Large Sizes, pair 20c

Small sizes, pair 15c

Annual Sale of Blankets Begins Monday

Prudent men are buying winter supplies of coal and wood, and thrifty women will lay in their supplies of blankets, and far seeing men and women will purchase blankets for a long way ahead.—The reason is obvious—Both fuel and blankets are a winter commodity—Fuel has no demand in summer, hence a lower price. Blankets have already advanced in price—with the manufacturer

—but these were bought and contracted for a year—some more than a year ago. Next purchases, or contracts will be made at the advanced price.—Buyers next week will reap twofold economies—the special prices and the saving that these "bought in advance" blankets offers you.

See Tomorrow's Paper for Full Details and Special Prices

Pictorial
Review
Patterns

The Popular
DRY GOODS CO. INC.

New Rubber Goods Just In

We have just received an entire new shipment of Rubber Fountain Syringes, Hot Water Bottles, Combination Syringes, Baby Bottles, Foot Bottles, Etc. Prices are very moderate.

Saturday, As An Introductory Value

We Will Offer

Nearly One Hundred
Women's Fall Suits at
Your Choice

\$10.00

THE amazing thing about these suits that will instantly appeal to every woman is the very unusualness of both the offering and the values. To those who remember a sale of dresses held in the early spring, this sale will be a repetition, just another such an offering of the most amazing values El Paso or the "Popular" has yet known. As these suits arrived just as this "ad" was being written, the descriptions we are able to offer will hardly do justice to the suits themselves, but we have arranged for a big window display on our San Antonio St. front, where you may now see these marvelous values. Materials employed are: Gabardine Weaves, Chiffon, Broad Cloths, Men's Wear Serges, French Serges, Diagonal Unfinished Worsteds and other Woolens. Trimmings are Roman stripe worsteds, white Bengaline silk, Roman stripe velvets and black silk velvets. Colors embrace black, navy, African brown and Russian green. Redingot models, cape models, long or short coat models, with skirts pleated, plain or in tunic styles. Several styles are mentioned—Cape suit, with tunic skirt, in navy Gabardine. Striped Prunella suit, tailored model, brown, black and blue Mannish serge suits, tailored models, tunic skirts. Black or navy chiffon Broadcloth suits, pleated tunic skirts, Roman stripe velvet vest. Navy Gabardine cape suit, Roman stripe trimming, cape and tunic. Black French serge suit, tailored model, silk braid trimmed. Brown diagonal suit, tailored, tunic skirt. Russian green Gabardine suit, white silk bengaline vest, tunic skirt. Novelty corded suit, Redingot model, tunic skirt, and dozens and dozens of others. Linings are of the better grade, luxurious Peau de Cygne, in matched and contrasting colors. We won't name the originally intended price these suits were to be sold at—We will leave your judgment tell you that this is the biggest value you have ever seen anywhere. Sizes for big, medium, small women and some for juniors.

Sale Will be Held on the Third Floor,
Beginning at 8:30 a. m.



Discontinued Numbers—in La Vida, Mme. Lyra, Smart Set and Some "Gossard" Corsets—Values up to \$5.00, Choice at \$1.95
A general grouping of these high grade corsets will be made for Saturday's selling. This will be your opportunity to secure a corset of more than ordinary merit at a merely nominal price. Not all sizes in each style—but all sizes in the lot.

Larger Assortments, Better Styles, and Greater Values

Than Ever Before--In this Special Offering of
Silk Chiffon, Crepe de Chine and
Transparent Lace Blouses at . . . \$4.95

A GATHERING of the representative styles of the hour, embracing perhaps as many as twenty-five distinct fashions of the present season's designing. Not alone are the style features of much interest, but the materials employed are quite in conformity. Exquisite transparent laces in combination with silk chiffon—Black and white striped crepe de chine, beautiful Roman striped crepe de chine, and others too numerous to mention. The choice of colors leaves nothing to be desired—while the cleverly designed vestee, collar and sleeve effects are beautiful.

Saturday Offering in Children's Apparel

Dresses for school—coats, sweaters, skirts, bloomers, drawer bodies, undermuslins, etc., are shown in wonderful variety and values superior to any that have gone before.

Children's Dresses at 95c

Ages 6 to 14 years—Beautifully made of high grade gingham, madras, percale, suitings, etc., in all the newer styles. Colors are guaranteed—You have paid \$1.50 for dresses not a bit better.

Children's Dresses at \$1.45

Ages 6 to 14 years—A great table is filled with the season's newest styles in the better grades of wash materials and novelty suitings. Many are made in pretty combinations of materials. All are fast colors.

School Dresses of the Better Grades are offered in great Varieties; priced

\$1.95, 2.45, 2.95 up

These are beautifully made, of the finer grades of gingham, rephyr, madras, novelty suitings, crepes, combinations of linen, poplin, pique and linen. All embody the very newest style features and are shown in new checks, plaids, stripes, etc., including the new "Sunburst," Peter G. Thomson and "Oliver Twist" waist line and long waist effects. Sizes range from 6 to 14 years.

Children's School Dresses of Serge and Challies 6 to 14 years, in Entirely New Styles . . . \$3.45, \$3.95, \$5

Children's Coats at \$3.95 and \$5

Offered in a broad choice of styles and materials. Sizes 5 to 14 years. These are made in many pretty models, heavy enough to need no lining—in stripes, black and brown, black with red or grey stripe or in chinchilla cloth in grey, blue or brown.

Children's School Hats \$1.00 to \$3.50

Shown in a large number of attractive styles. Materials are plushes, velvets, messalines and velvet in combination and corduroys. Colors are navy, cardinal, taupe, brown and black. These are shown in sizes for girls up to 10 years—in the newest styles of the season.



Special Values in the Boys' Department

SCHOOL SUITS AT \$3.95—

Extra values in one and two pants suits, Norfolk styles, in greys, browns and navy serge, sizes 5 to 15 years.

SCHOOL SUITS AT \$5.95—

Handsome, dressy Norfolk styles, in Ivan Frank, "Xtra Good" and other makes, some have two pair knickers; ages 4 to 17 years.

SCHOOL SUITS AT \$5.00—

Norfolk knicker suits in greys, browns and navy; newest effects in plating of coats; sizes 5 to 15 years.

BOYS' WOOL KNICKERS 75c—

Full cut, good school patterns. BOYS' PEG TOP KNICKERS \$1.15—Grey, brown or navy, lined, buttoned at the knee.

NEW OLIVER TWIST SUITS—

For small boys, in light weight woolens, or in wash materials, such as galatea and other fall weights. Sizes from 2 to 6 years, in pretty novelties.

Prices \$12.50 down to \$2.50

BOYS' AND YOUTHS' HATS—In the newest fall models are shown in a splendid choice of both color and style, for large or small boys. Prices range from \$4.00 down to 50c. NEW GOLF CAPS 50c and \$1.00—Have leather sweat bands, large peaks and banded back. Navy serge, plaids and mixtures. NEW BLOUSES, TIES AND FURNISHINGS ARE MODERATELY PRICED



Free to Children

500 "Hickory" school tablets will be given free to all children accompanied by an adult as long as they last—Notion Section; 1st Floor.

The Popular
DRY GOODS CO. INC.